

**APPROVED SUMMARIZED MINUTES
SCOTTSDALE CHANNEL 11 PROGRAMMING COMMISSION
REGULAR MEETING
THURSDAY, JANUARY 14, 2010**



**City Hall Kiva Conference Room
3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251**

Call to Order

Chairman Whitmer called to order the meeting of the Channel 11 Programming Commission on Thursday, January 14, 2010 in the Kiva Conference Room, City Hall at 12:05 P.M.

Roll Call

A formal roll call confirmed members present as stated below, noting the presence of a quorum.

Present:

Chairman R. Lamar Whitmer
Commissioners Barry Kluger, Peter P. Klute, Robert Krahman, Debra Ann Ott, Virgil Renzulli, Wayne Rowan

Also Present:

Assistant City Attorney Kay Cooper
Video Production Manager Dennis Grzelak

1. Approval of December 2, 2009 Minutes –

Commissioner Ott asked if there were any changes to the minutes. Dennis Grzelak stated that the meeting date on the Amended Agenda was corrected to reflect the correct date, December 2, 2009.

**COMMISSIONER OTT MOVED TO APPROVE THE MINUTES AS PRESENTED.
COMMISSIONER ROWAN SECONDED THE MOTION. THE MOTION WAS APPROVED
SEVEN TO ZERO (7-0).**

NOTE IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF CHANNEL 11 PROGRAMMING COMMISSION MEETINGS ARE NOT VERBATIM TRANSCRIPTS. ONLY THE ACTIONS TAKEN AND DISCUSSION APPEARING WITH QUOTATION MARKS ARE VERBATIM.

(This first-page footer language is optional and does not have to be used in board/commission/committee minutes.)

2. CityCable 11 presentation and discussion – Information/Non-Action Item.

Dennis Grzelak presented a short video highlighting the various live and taped shows produced by CityCable 11 staff.

At the conclusion of the video presentation, Dennis Grzelak introduced his staff, Amanda Willis and Tim Delaney, who were in attendance and Al Kane who was out in the field. He also introduced Brad Hartig, Executive Director – IT, Robert Fisher, IT Director, Kevin Sonoda, Telecom Coordinator and Pat Dodds, Communications & Public Affairs Officers who were attending today's meeting.

Chairman Whitmer gave the highest praise to Mr. Grzelak and his staff for their work. He also requested that a DVD highlighting "Heart of Art" video promoting the downtown area and their recent award for the quarterly show "Art Beat" be provided to the Commissioners.

Mr. Grzelak welcomed questions and comments from the Commissioners with respect to CityCable11 operations. Discussion ensued regarding the following items:

- Rebroadcasting of programs
- Audience measurements
- Conducting a survey covering the qualitative and quantitative aspect of programming
- Percentage of programming exclusive to Cable 11
- Percentage of similar programming found on other channels
- Percentage of field and studio shooting and productions
- Shelf life of programs produced by Cable 11
- What precludes staff from doing a daily/weekly news program in the studio
- Suggesting staff look at different types of marketing
- Leveraging partnerships with various institutions in the City
- Need to have a leader show
- Considering a community issue program to further community dialog

Mr. Grzelak reminded the Commissioners that the discussion was straying off the agenda. Assistant City Attorney Kay Cooper recommended that this discussion be tabled for another meeting.

Chairman Whitmer ended discussion of item 2.

3. Review, discussion and possible action on CityCable 11 programming guidelines.

A copy of CityCable 11 programming guidelines was provided to each Commissioner for their review. Mr. Grzelak informed the Commissioners that the programming guidelines were established to comply with the City's Franchise Agreement with Cox, Federal Communication Commission Regulations and the needs of the City. He also introduced Pat Dodds, Communications and Public Affairs Officer, who was the originator of the guidelines and in attendance.

Chairman Whitmer acknowledged and commended Mr. Dodds, who is retiring at the end of the month, for a long and good career with the City of Scottsdale. Pat advised the Commissioners that he is no longer acting as immediate supervisor for Dennis and that the "public affairs officer" position title is being reviewed as to where it will be in the chain of command. Dennis will have some updates to bring to the Commission at a future date.

Chairman Whitmer informed the Commissioners that he will read the guidelines paragraph by paragraph, providing everyone an opportunity to make suggested changes, clarifications, deletions and additions, with a goal of adopting the revised guidelines at today's meeting. Areas that will need further discussion can be amended at a later date.

After discussion, Chairman Whitmer requested staff to print and provide a copy of the redlined version of the guidelines to the Commissioners, with suggested additions and deletions, for their review and final adoption. A copy of the redlined version of the guidelines is also attached and made a part of the minutes.

COMMISSION ROWAN MOVED TO ADOPT, AS AMENDED, CITYCABLE 11 PROGRAMMING GUIDELINES. COMMISSIONER OTT SECONDED THE MOTION. THE MOTION WAS APPROVED SEVEN TO ZERO (7-0).

Public Comment

Mr. John Packham, Governor Affairs Director with the Association of Realtors informed the Commissioners of an upcoming public forum scheduled for February 8th, 2010 in the KIVA at 6:00 pm will address the bed tax issue and several Charter Amendments that are on the Special Election Ballot scheduled for March 2010.

Adjournment

With no further business to discuss, the regular meeting adjourned at 2:24 p.m.

SUMARIZED MINUTES

SUBMITTED BY:

Anne Carroll
Office Coordination Manager

REVIEWED BY:

Dennis Grzelak
Video Production Manager